ABSTRACT

The contribution of NGOs in attaining social development cannot be ignored. NGOs are striving to tune themselves to become more professional. Problems of NGOs mostly revolve around people management. Challenges like employee turnover, low salary, inadequate work facility, difficulty to attract competent persons are limiting their strength. In this background the present study becomes timely, relevant and crucial for NGOs in identifying and adopting talent management for better attraction and retention of employees and to meet the talent requirements. The study attempts to help NGOs to deal with HR problems with comprehensive approach. The study includes those organisations which are registered, formally working, run solely with paid employees, having more than 100 paid employees and operating in two or more districts, on the issues of disability, children, women and rural development in Karnataka.

The talent gap analysis shows that there is a significant difference in expected and available talent. The perceived talent attraction and retention differs significantly on the basis of demographic variables. Talent management is positively related with talent attraction and retention. This gives a clear picture of talent management in NGOs. In Indian scenario, where the long journey is ahead towards sustainable development, NGOs role is vital. Therefore systematic and transparent ways and means have to be adopted by NGOs to manage themselves. Talent management, by linking talent and human resource practice towards retention will provide systematic way of managing people. Talent, as an important source of the strength of organisation, need to be managed systematically. Talent management as a strategy of human resource management can resolve the problems of NGOs by providing structured, formal and professional approach to manage its people. This becomes a major step to strengthen the sector with good governance and credibility and thereby strengthen the process of achieving sustainable development.